

2.8 HANDOUT

FIND COPY THAT
COULD BE
SIMPLIFIED AND
FIND THE EXCESS





These 5 copywriting styles are commonly used to communicate information and capture the attention of its reader. Depending on the goal behind your copy, one of these styles may be more suitable than others.

Factual

- Clearly describe and convey information using facts and a straightforward tone
- Why? To provide critical details customers need to make choices, like sizes, specifications, etc.

Conversational

- Write like you talk - make your copy more casual
- Why? It feels more personable and can be easier for readers to identify with

Storytelling

- Use a story - real or fictional - to illustrate the value or possibilities behind your subject
- Why? Readers may better identify with a product or problem by picturing it in their mind

Harsh Truths

- Use frank, direct language to admit obvious challenges or negatives with a product or situation
- Why? By addressing shortcomings, you show honesty and can turn it around to emphasize positives

Imaginative

- Appeal to the reader's imagination by offering thought-provoking ideas or scenarios
- Why? Help the reader consider their own personal possibilities by using their imagination

If you apply each of these styles, it might look like this:

Factual: *This hammer was manufactured in Detroit, Michigan in the 1970s. It has an iron head and wooden handle, and it commonly used for home construction.*

Conversation: *Hey, check out this old hammer. Where do you think it came from? How many people have used it? I bet it's got a long history, but it still looks useful.*

Storytelling: *40 years ago, my dad got a job as an apprentice building homes in Chattanooga, Tennessee. After his first week of work, he bought a new hammer - this one - and still uses it to this day.*

Harsh Truths: *This old hammer is covered in rust, it's not much to look at, and you might get a splinter just holding it. But it does its job. Isn't that what you want from a hammer?*

Imaginative: *This hammer is older than me. Think about how many nails this hammer has hit, how many walls it's put up, and how many homes it's built. It's more than a tool - it's a trusted companion.*

